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Patron's Needs, Ability To Pay Should Guide Roof Salesman

By acquainting himself, thoroughly, with the needs of his customers, the alert salesman can expand his roofing and siding contract volume. He should know that a major advantage of home remodeling is that improvements can

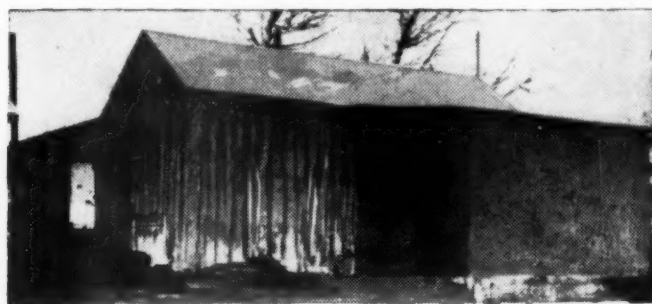
be made step by step, with the pace of the work fitted to the owner's ability to pay for it. A home can continue to be lived in while gradual change takes place.

A home on the range near Baker,

Nev., is an example of how this is done. It also shows the extent to which modern building materials permit transforming an old house into a comfortable, up-to-date dwelling.

When Mr. and Mrs. George Robison homesteaded their ranch 47 years ago, all materials, including lumber, had to be freighted in over rough

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To create the new house, right, from an original homestead, the owners added new rooms, reroofed with colorful asphalt shingles and put on asbestos siding. Several new windows were added.



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